

Transcript of Proceedings, 9/17/2007
Volume I

Public Service Commission of Wisconsin
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1 BEFORE THE
2 PUBLIC SERVICE COMMISSION OF WISCONSIN
3 - - - - -
4)
5) Docket No.
6 715 AREA CODE RELIEF)
7) 05-TN-100
8 - - - - -
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10 OPEN PUBLIC HEARING
11 VOLUME 1
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Transcript of Proceedings, 9/17/2007
Volume I

1 A P P E A R A N C E S

2 NEUSTAR REPRESENTATIVE:

3 JOSEPH R. COCKE, Senior NPA Relief Planner, North
4 American Numbering Plan Administration, 1445 East
5 Los Angeles Avenue, Suite 301-N, Simi Valley, CA 93065.

6

7 OF THE COMMISSION STAFF:

8 JOYCE DINGMAN, numbering team

9 KATHY BAKKE, numbering team

10 FROM THE PUBLIC:

11 MICHAEL KLASSEN, AT&T

12 SHEILA HARSDORF, State Senator

13 LARRY KNEGENDORF, Baldwin Telecom

14 DAVID BRUMMEL, AUES Studio

15 DAVID WITTIG

16 WILLIAM RUBIN, St. Croix Economic Development
17 Corp.

18 ROSANNE BUMP, Rivers Falls Chamber of
19 Commerce & Tourism Bureau

20 NATALIE McNAMER, T-Mobile USA

21 DANA CRANDALL, Verizon Wireless

22

23 (FOR INDEX SEE BACK OF TRANSCRIPT.)

24

25

Transcript of Proceedings, 9/17/2007
Volume I

1 MS. DINGMAN: Welcome to the 715 area code
2 hearing. I'd like to thank you for coming out this
3 afternoon to the hearing. My name's Joyce Dingman.
4 I'm on the numbering team with the Public Service
5 Commission, which we'll just call PSC today, easier
6 to say. I'd also like to introduce a couple other
7 folks. First at the end is Kathy Bakke. She is the
8 head of the numbering team at the Public Service
9 Commission. And Joe Cocke, he works for NeuStar
10 which is the North American numbering plan
11 administrator. You'll probably hear us call that
12 NANPA. They are the third-party neutral
13 administrator of NANPA resources throughout North
14 America.

15 I'd like to make sure that everybody knows
16 there are some handouts at the back of the room in
17 case you didn't get them when you came in. There is
18 a packet of answers to frequently asked questions.
19 There are some maps showing all of the alternatives
20 that the industry has come up with for area code
21 relief. And there is one called a prefix and rate
22 center chart that Joe's going to talk about later.
23 And after Joe has talked, we'll ask for everybody's
24 comments and questions and things.

25 There are also two forms. One is this

Transcript of Proceedings, 9/17/2007
Volume I

1 little one that lets us know that you are here and
2 whether you'd like to speak today or not. If you
3 haven't filled one of those out, please do and give
4 them to Kathy. Even if you're not going to speak
5 tonight, we'll know that you were here and you were
6 interested in what's going on with this issue. The
7 other is a comment form. And you can use that to
8 write comments for us after the meeting today or it
9 also tells you other ways to send comments in to us.
10 And you should know that whether you're speaking
11 tonight or you're sending written comments or doing
12 comments through the web, they're all given exactly
13 the same consideration.

14 If you've been looking at the PSC notice
15 about these hearings, there were some maps at the
16 back that had the projected lives for area codes,
17 and those numbers are outdated now. The charts, the
18 maps that are in the back of the room have the
19 updated figures for you.

20 I'd also like to give you an introduction
21 to some lingo you might be hearing us say. First,
22 if you look at this little thing up on the podium
23 here, phone numbers are made up of three parts. The
24 first part is the NPA, that's the area code. Next
25 is an exchange which is part of an area code, and

Transcript of Proceedings, 9/17/2007
Volume I

1 that piece is what we call an NXX, that's the
2 exchange identifier. Some of you remember when we
3 used to use names instead of numbers for exchanges.
4 For example, when I was growing up our phone number
5 was sometimes called Kenwood or KE5-0725. Kenwood
6 is the NXX or the exchange. It's sometimes also
7 called a central office code.

8 Then there is a line number which is
9 different for every customer in the exchange. But
10 there are only so many customer numbers in a prefix
11 and only so many prefixes in an area code. And once
12 those prefixes start running out we have to get a
13 new area code.

14 I'd also like to give you a little
15 information about the history of 715 and the area
16 codes in Wisconsin. From 1947 to the present,
17 Wisconsin's number of area codes has increased
18 gradually from two to five. The original area codes
19 were 414 and 715. Back in 1955, part of the 414 and
20 the 715 area codes were split off to make 608.
21 Traditionally, numbers are given out, were given out
22 in blocks of 10,000 to companies that wanted
23 numbering resources. Not real long ago something
24 called number pooling was developed. And under
25 number pooling, numbers are given out in blocks of

Transcript of Proceedings, 9/17/2007
Volume I

1 1,000 instead of 10,000.

2 The FCC set up a schedule for when number
3 pooling would be implemented across the country.
4 And in August of 2003, pooling began in the 715 area
5 code. Back when it was first started, pooling was
6 first started, for technological reasons only 25 of
7 the 253 rate centers in the 715 area code had to
8 participate in pooling. Even so, we've saved
9 670,000 numbers in the 715 area code since pooling
10 started. Numbers are now projected to run out in
11 the fourth quarter of 2009. Before pooling began it
12 was expected to run out in the second quarter of
13 2005. So you can see the pooling really does help
14 extend the life of an area code.

15 The PSC recently asked for and got
16 permission from the FCC to require number pooling in
17 more of the rate centers in the 715 area code. But
18 the effects of that won't be known for at least a
19 year. And so in the meantime we have to deal with
20 area code relief.

21 The question today is not whether we have
22 to get an area code, but how to get an area code.
23 When an area code is close to running out of
24 numbers, NeuStar has a meeting with the
25 telecommunications industry to come up with a plan

Transcript of Proceedings, 9/17/2007
Volume I

1 for area code relief. And part of the point of our
2 meeting today is to let Joe explain the alternatives
3 that the industry came up with for types of relief.
4 And then we want your questions and comments and
5 opinions on this.

6 We're only going to talk about the two
7 main alternatives the industry has developed today.
8 But all of them are in the maps in the back if you
9 want to look at all of the possibilities they have
10 put forward. But it's important to know that just
11 because the industry has put forth a recommended
12 form of relief doesn't mean that that's the way the
13 Commission will choose to go. In fact, the
14 Commission has not done what the industry
15 recommended in either of the other two area code
16 cases that have happened in Wisconsin.

17 So the industry has come up with their
18 ideas; and some will probably speak today --
19 tonight, today, whatever, but really this is your
20 chance to have your say in what happens and let us
21 know your thoughts on how the area code should be
22 dealt with.

23 So first I'd like to introduce Joe Cocke.
24 As I said, he's from NeuStar which is the North
25 American numbering plan administrator. They're the

Transcript of Proceedings, 9/17/2007
Volume I

1 ones who met with the industry to come up with their
2 recommendations for how the area code relief should
3 be handled.

4 MR. COCKE: Thank you, Joyce. I'm going
5 to use the mic so everybody can hear me okay. Like
6 Joyce said, NeuStar is -- we're a public company and
7 we're under contract with the FCC to provide the
8 services of the North American numbering plan
9 administration. So I refer to myself as a
10 representative of NANPA, N A N P A, and we
11 facilitate the area code relief planning process
12 with the industry.

13 And this area code relief planning process
14 is for the North American numbering plan which is
15 the area code system shared by the United States,
16 Canada, Bermuda and 16 Caribbean countries.
17 Numbering plan administration assigns blocks of
18 telephone numbers to the industry in the form of
19 prefixes, that's the exchange that Joyce mentioned.
20 We monitor the use of prefixes in an area code and
21 determine when those prefixes will run out and a new
22 area code will be required.

23 There are 792 usable prefixes in an area
24 code. Each prefix contains 10,000 numbers. When
25 projecting that an area code will run out of

Transcript of Proceedings, 9/17/2007
Volume I

1 prefixes, number plan administration looks at
2 several factors, but mainly is the first -- is the
3 history of area -- of the prefix code assignments.
4 We refer to codes an awful lot in the industry, so
5 I'll try to avoid confusing you.

6 The area code has 792 central office
7 codes, and central office codes are the prefixes.
8 So we monitor the history of these prefix
9 assignments. We also look at the current growth
10 rate within the industry and the annual code growth
11 which is forecast for a period of five years. This
12 is a semi-annual forecast that the industry service
13 providers submit to us to predict future demands.
14 So we look at all these factors and to protect -- to
15 project the exhaust date of an area code and assist
16 in the calculation of the life expectancy of the
17 relief alternatives we will present today.

18 Numbering plan administration also
19 coordinates the area code relief planning effort to
20 the telecommunications industry to provide more
21 telephone numbers when an area code begins to run
22 out of prefixes. The planning process begins with
23 the telecommunications industry team meeting to
24 identify viable solutions. The industry team is
25 required to follow regulations established by the

Transcript of Proceedings, 9/17/2007
Volume I

1 Federal Communications Commission, that's the FCC,
2 the PSC, as well as telecommunication industry
3 guidelines.

4 In planning area code relief, the industry
5 must follow rate center boundaries, and I'll show
6 you these in a little minute. And the industry is
7 also precluded from considering certain types of
8 relief like service specific area codes just for
9 cell phones or pagers or other services by current
10 federal regulations.

11 The industry considers communities of
12 interest, city and county boundaries, and natural
13 dividing lines like mountains and rivers when they
14 are present. These factors are then measured
15 against established industry criteria such as
16 minimizing customer confusion, ensuring that relief
17 plans have adequate projected lives, and maintaining
18 competitive neutrality among service providers.
19 Finally, the industry strives to reach consensus on
20 the best plan for the area as a whole. If consensus
21 is reached, a plan is submitted to the PSC for
22 approval.

23 NANPA as a neutral third party takes no
24 position on any relief method or specific relief
25 alternative. The PSC makes the final decision on

Transcript of Proceedings, 9/17/2007
Volume I

1 area code relief. After feasible alternatives are
2 developed, public meetings like this are held to
3 present the plans and gain the benefit of your
4 input.

5 Once the final decision is made by the
6 PSC, a press release is issued with details of the
7 plan and customers are notified by their local
8 service provider. The introduction of a new area
9 code will have no effect on the rate you pay for a
10 call whichever alternative is selected. What was a
11 local call remains a local call.

12 Now, to familiarize you with the handouts,
13 there is general background information with the
14 frequently asked questions, the overview maps of the
15 alternatives. And there is also the prefix rate
16 center chart which we'll refer to in a few minutes.

17 Now, the overview map, the large one over
18 here to my left, on the left side over here, I'll
19 just sort of point at it, this particular map here
20 is not a relief alternative map, but it shows the --
21 all the rate centers and cities and -- of greater
22 than 5,000 population, and it also has the county
23 lines that -- you have to kind of get up close to
24 the map to see it, but the county lines are the blue
25 lines. But the -- a lot of little squiggly lines,

Transcript of Proceedings, 9/17/2007
Volume I

1 these black lines all over the place, these are the
2 rate areas, and a rate area is the geographic area
3 that the prefixes are assigned to. And rate areas
4 don't necessarily follow municipal boundaries or
5 county lines. So the point that we're having here
6 is having the county lines as a reference point so
7 you can see how a split line, when we get to talking
8 about the splits, you can see if a split line
9 bisects a particular county or not, and it also
10 gives you a reference point as to where some of the
11 cities are on this large map.

12 Now, the prefix rate area chart -- that's
13 this one here, looks like this. Because the maps
14 are drawn to scale, the exact location of a split
15 line may vary slightly from the map and that's why
16 we've provided another tool which is the prefix rate
17 area chart which will show you exactly how the
18 relief alternative may affect you. By locating your
19 telephone prefix on the chart, you can identify
20 which rate area you are served by and which area
21 code you will be in or which side of the split line
22 you will be in if the split alternative is chosen.
23 And locate your area code -- your rate area on the
24 map, and you will see which side of the recommended
25 split line you're on.

Transcript of Proceedings, 9/17/2007
Volume I

1 Now, for instance, we're here in River
2 Falls and River Falls is over in this area here. On
3 this split map here River Falls is on the west so
4 you would be in area A. And I just happened to -- I
5 was looking up a couple of prefixes -- 307 is the
6 one on the first page and 307 is assigned to River
7 Falls' rate area.

8 Now, interestingly, one thing about prefix
9 assignments, you may have a wire line number that's
10 307, you may have a wireless number that's a
11 different prefix, and that may not be rated in River
12 Falls, it may be rated in Hudson or an adjacent rate
13 area. So those folks that are living closer to the
14 split line may see that their home number will be
15 on -- in one area and then their cell phone number
16 will be in the opposite area of the split line.

17 I'll give you a little background on the
18 status of the 715. I know there is approximately 70
19 service providers, these are local phone companies,
20 cell phone, PCS and paging companies. And the 715,
21 it has 253 of those rate areas that we're talking
22 about and generally covering the northern part of
23 the state. And as of today there were approximately
24 91 usable prefixes remaining in the area code,
25 that's 91 left out of the 792 prefixes.

Transcript of Proceedings, 9/17/2007
Volume I

1 So ever since 1947, we've been cooking
2 along with all the 792 prefixes. They carved a few
3 off when they did the 608, and now we're down to 91.
4 And based on the current rate of rationing -- well,
5 we're not rationing here, scratch my little note
6 here. Based on the current use, the projected
7 exhaust is fourth quarter 2009.

8 And generally a new area code is
9 introduced by one of two methods, a geographic split
10 or an overlay. Traditionally area code relief was
11 provided by geographic split. Where an existing
12 area code is divided, one side retains the old area
13 code and the other side receives a new area code.
14 Consumers on both sides of the split line retain
15 their seven-digit -- the existing seven-digit phone
16 numbers and local calls continue to be made by
17 dialing seven digits. Area code split boundaries
18 must follow rate area boundaries. These are those
19 black lines we're talking about. They do not follow
20 municipal or county boundaries except by chance.
21 This is to preserve the existing rate structure
22 which determines how much you pay to make a call.

23 Another form of area code relief is the
24 overlay. With an overlay, the existing geographic
25 area served by an area code is kept intact and a new

Transcript of Proceedings, 9/17/2007
Volume I

1 area code is added to the same geographic area. New
2 customers or customers adding additional lines could
3 be assigned numbers from the new overlay area code.
4 When an overlay is implemented, the FCC requires
5 that all calls be made dialing 10 digits, dialing
6 the area code and the seven-digit number, even for
7 local calls. This eliminates a dialing disparity
8 between customers in the old area code and those in
9 the new area code.

10 During the planning process, the industry
11 considers a number of potential relief options.
12 Many of these alternatives ultimately fail to meet
13 industry guidelines or are eliminated from further
14 consideration. And today we'll be presenting
15 alternatives 1 and 6.

16 The first one we'll talk about is
17 alternative 6 which is the geographic split. That's
18 the center map here. It's also in your handout.
19 Under this alternative, the current area code is
20 divided into two sections. One section retains the
21 current area code and the other section receives the
22 new area code. I think it's the last map in your
23 handout is alternative 6. A description of the
24 split line follows along the rate center boundaries
25 in a north/south direction. So if you were to look

Transcript of Proceedings, 9/17/2007
Volume I

1 at this red line here, it will follow the rate area
2 boundaries. It runs west of Random Lakes and curves
3 north of Minocqua and Lac Du Flambeau before turning
4 south and running west of Tomahawk and then north of
5 Rib Lake. The boundary line continues to run in a
6 southerly direction west of Medford, Owen,
7 Neillsville and Pittsville to the edge of the area
8 code down here at the bottom.

9 The industry has not recommended which
10 side would change if this alternative was chosen.
11 And of course no decision has been made on which
12 side is to change. In alternative 6 the west side
13 of the split line which is area A would have a
14 projected life of 19 years, and the eastern side of
15 the split area B would have a projected life of 24
16 years before additional relief would be required.
17 Both the current and new area codes would retain
18 seven-digit dialing within their own area codes. If
19 as a result of an introduction of a new area code
20 you have to dial ten digits rather than seven digits
21 to make a call and that call was a local call before
22 the area code change, it will still be a local call.
23 It is important to understand that dialing an area
24 code does not mean you're making a toll call or a
25 long distance call.

Transcript of Proceedings, 9/17/2007
Volume I

1 Now, once the PSC makes the final
2 decision, those customers changing to the new area
3 code would need to change stationery, advertising,
4 signage on trucks, billboards and so on to show the
5 correct area code. This includes business cards,
6 invoices, letterheads, payphone signage, phones in
7 hotel rooms, advertisements, numbers on checks and
8 pet tags. Businesses with PBXs would need changes
9 made in their systems to reflect the area code
10 change. Burglar and fire alarm companies with
11 customers in the area that changes might need to
12 update their equipment. And of course friends,
13 relatives, business associates would need to be
14 notified of the change.

15 When introducing a new area code, there is
16 an adjustment period commonly known as permissive
17 dialing. And also if the method is a geographic
18 split, there is a recorded announcement period at
19 the end of this permissive period. With the
20 permissive dialing period, customers may reach
21 numbers in the area that is to be changed by either
22 dialing the old area code or the new area code or
23 using the seven digits. During the permissive
24 period customers are encouraged to make calls using
25 the new area code. However, if they forget or their

Transcript of Proceedings, 9/17/2007
Volume I

1 equipment hasn't been changed yet, they will be able
2 to complete a call anyway. This permissive period
3 usually lasts several months. At the end of the
4 permissive period, all calls must be made using the
5 correct area code. If the incorrect area code is
6 dialed, the customer will reach a recorded
7 announcement stating the new area code, and they
8 must hang up and redial the number using the correct
9 area code.

10 Now, the other alternative we'll talk
11 about today is alternative 1 which is the map here
12 on the right. If the PSC decides to implement the
13 overlay, the current geographic area now using 715
14 area code will be assigned another area code to be
15 used at the same time, as shown on the map. The
16 existing area code customers would not change their
17 numbers and there would be no split line, only the
18 requirement that all calls be made by dialing the
19 area code before dialing the seven-digit number.
20 This includes local calls. Please remember if a
21 call before the new area code was a local call, it
22 remains a local call no matter the number of digits
23 you dial. New customers or existing customers
24 requesting additional numbers may be assigned
25 numbers from the new area code. The projected life

Transcript of Proceedings, 9/17/2007
Volume I

1 of the proposed overlay would be approximately 22
2 years.

3 Now, when introducing a new area code
4 overlay, there is also an adjustment period commonly
5 known as a permissive dialing period. With the
6 permissive dialing period, customers may reach
7 numbers in the area that is to be overlaid by either
8 dialing the area code plus the number or the old
9 way, just using the seven-digit number for local
10 calls. During the permissive period, customers are
11 encouraged to make calls using 10 digits. However,
12 if they forget or their equipment hasn't been
13 changed yet, they will be able to complete a call
14 anyway. This permissive period usually lasts
15 several months. At the end of the permissive
16 period, all calls must be made using the area code.
17 If the number is dialed without the area code, the
18 customer will reach a recorded announcement stating
19 they must hang up and redial the number using an
20 area code.

21 Once the PSC makes the final decision,
22 those existing customers in the 715 area code may
23 need to change stationery, advertising, signage on
24 trucks, billboards and so on to show the correct
25 area code, especially if only the seven-digit number

Transcript of Proceedings, 9/17/2007
Volume I

1 is shown. This includes business cards, invoices,
2 letterheads, payphone signage, phones in hotel
3 rooms, advertisements, numbers on checks and pet
4 tags. And of course businesses with PBXs would need
5 changes made in their systems to reflect the area
6 code change. Burglar and fire alarm companies with
7 customers in the area that changes might need to
8 update their equipment for ten-digit dialing.
9 Friends, relatives and business associates would
10 need to be notified of the change as well.

11 Now I'll turn the program back to Joyce.

12 MS. DINGMAN: Thank you, Joe. For folks
13 who have come in later, I wanted to remind you that
14 at the back of the room there is a comment form that
15 you can use to fill out your comments after the
16 hearing. And it also tells you other ways you can
17 send comments in to us if you don't want to sit down
18 and write it out tonight.

19 But now we're ready to hear your thoughts
20 on this subject. If you've got a letter or
21 resolution or something that you've brought in
22 writing, you can give that to Kathy. Or you can
23 mail it in to us later. That's fine. So when I
24 call your name, if you'd state your name and spell
25 it for our court reporter over here. First, Senator

Transcript of Proceedings, 9/17/2007
Volume I

1 Sheila Harsdorf.

2 DIRECT TESTIMONIAL STATEMENT

3 BY MS. HARSDORF: Well, thank you. I'd
4 like to welcome the commissioners and Mr. Cocke to
5 River Falls, western Wisconsin, where we're heavily
6 influenced by the Twin Cities and Minnesota. But
7 it's a privilege for -- to have you here and to
8 allow citizens from western Wisconsin the
9 opportunity to speak to the issue of a new area
10 code.

11 We know that this is inevitable, it's
12 actually one of the probably downsides of the growth
13 that we're experiencing here in this part of the
14 state. But we also appreciate all the benefits that
15 go along with that growth. And we know that a new
16 area code is going to be an inconvenience for
17 someone. We understand that.

18 As I looked at this -- at the options that
19 have come forth, I think there is a -- and the
20 reaction and the responses that I've heard from
21 people in this area, there is a couple of points
22 that I wanted to make today. One is there is a
23 preference to go with a geographical split, that
24 there is a recognition that an overlay -- oftentimes
25 we associate an area code with a region and so we

Transcript of Proceedings, 9/17/2007
Volume I

1 can identify approximately where someone is from
2 through the use of an area code. We would lose that
3 with an overlay.

4 And then as we look at the geographical
5 split, as I said, obviously, and Mr. Cocke, you
6 outlined the inconveniences to businesses in
7 particular with a change in area code, it actually
8 does get quite expensive. But when we look at the
9 growth occurring in our part of the state, the
10 reality is while someone will be inconvenienced,
11 whichever area, if you choose to go with the
12 geographical split, the reality is in western
13 Wisconsin, more than just our residents will be
14 inconvenienced. Because of the implications and the
15 associations that we have with eastern Minnesota,
16 particularly the Twin Cities and Duluth, a change in
17 the area code here would affect more than just
18 Wisconsin residences and businesses. It would
19 affect Minnesota business as well.

20 And so for that reason, that's one of the
21 reasons I think it makes sense to consider
22 retaining, if you choose to go with the geographical
23 split, to retain the 715 area code in western
24 Wisconsin because of the implications not only on
25 our residents but businesses and individuals in

Transcript of Proceedings, 9/17/2007
Volume I

1 Minnesota. Obviously that can impact the ability
2 for people to access Wisconsin businesses from our
3 neighboring state.

4 I applaud your efforts to conserve
5 numbers. That was really -- that's one of the other
6 things I've heard from the industry in particular,
7 the importance of conserving numbers, and I applaud
8 your efforts in that regard as well. But obviously
9 as we look to needing a change, I would hope that
10 your goal would be to minimize the inconvenience.

11 The second point that I wanted to make as
12 far as -- that hopefully you will take into account
13 is minimizing the times that residences are
14 inconvenienced. And so when you look at the growth
15 of this area, the projections are that a change
16 would be needed sooner. And so again, you would be
17 inconveniencing our residents more often than in the
18 other area, even compared to an overlay.

19 And so those are the things that I would
20 hope that you would take into account. I very much
21 appreciate your taking time to come out, listening
22 to the residents and taking their thoughts into
23 account as you make this very challenging decision.

24 MS. DINGMAN: Thank you very much.

25 MS. BAKKE: Thank you.

Transcript of Proceedings, 9/17/2007
Volume I

1 (Witness excused at this time.)

2 MR. KLASSEN: I was just going to ask, were
3 you going to see if there were any questions that
4 need to be -- to clarify the presentation that Joe
5 had made and the statements you had made?

6 MS. DINGMAN: That's a good idea.

7 MR. KLASSEN: I didn't know if anybody
8 wanted to ask any questions.

9 MS. DINGMAN: Does anybody have questions
10 about any of the things we said before we go on?
11 Good point, though, Mike, thank you.

12 MR. KLASSEN: Could I ask?

13 MS. DINGMAN: You certainly can.

14 MR. KLASSEN: I'm going to direct it to
15 Joe. Yeah, you mentioned -- I'm going to focus on
16 the geographic split option. And could you talk in
17 a little more depth as to what a customer
18 experiences, you mentioned a permissive dialing
19 period, but you talked about -- I forget the term
20 you used, six months. So if I have a small
21 business, a resort operator in Barron County in area
22 A, and that's -- we do a split and that area gets
23 the new area code, what does that resort experience
24 as far as changing that number? And they have
25 customers, they have clients from Indiana who drive

Transcript of Proceedings, 9/17/2007
Volume I

1 up once a year. How is that going to work? Would
2 you just expand on that a little bit.

3 MR. COCKE: Sure. The industry has
4 experienced several splits through history. And I
5 think that the customer impact is one that we focus
6 on quite a bit when we look at these alternatives,
7 where can we draw the split line to get a balance in
8 the projected lives. And that's what we do
9 initially. And then they start looking at, well,
10 what are the impacts on either side of the split
11 line. And if you have a particular customer that
12 their number changes, then you start thinking, well,
13 does this -- is this a business customer, as you
14 said, say it's a resort hotel and they rely on
15 summer clientele. And so it's -- and it may be some
16 winter clientele as well.

17 But the fact remains if they don't have an
18 800 number that's immune from an area code split,
19 their area code is part of their revenue stream and
20 their area code and telephone number. So if their
21 telephone number changes, meaning their area code
22 changes -- their seven-digit number would remain the
23 same, but the area code changes, then that customer
24 if he doesn't have a real good advertising campaign
25 and he's always advertising and he has follow-up

Transcript of Proceedings, 9/17/2007
Volume I

1 with every one of his individual clients, they're
2 going to drop off the radar after the permissive
3 dialing period and the recorded announcement period.

4 And, for instance, let's say we have a
5 six-month permissive dialing period where people can
6 dial the old number as well as the new number and
7 still complete the call. Then afterwards you might
8 have an either three- to six-month recorded
9 announcement period where if you dial the old number
10 you get a recording that says the area code you
11 dialed has changed, the new area code is this,
12 please hang up and dial the correct area code. At
13 the end of that permissive period -- or that
14 recorded period, these prefixes will get reassigned
15 back into the old area code.

16 So there is kind of a double effect of a
17 split. The end user's telephone number changes, his
18 clientele, he may hang onto his old number and after
19 it gets reassigned he may get an entirely new
20 customer assigned back into anywhere in the area
21 that retained the old area code. He will also lose
22 his business of that customer because he can't be
23 called anymore.

24 We have -- in California we had a
25 geographic split. A business made cardboard boxes.

Transcript of Proceedings, 9/17/2007
Volume I

1 He had his business number stamped on his boxes.
2 And his customers would call in a new order when
3 they got down to the bottom of the pile and would
4 just look at the number on the box, dial and order
5 more boxes. And after that split took place and the
6 end of the recorded announcement period, his
7 business dropped off -- significantly and he was
8 very upset.

9 So this is a case in point what can happen
10 in the geographic split. Now, with the geographic
11 splits, your -- everybody gets to enjoy the seven
12 digit dialing of course and the identity is -- it's
13 still there, it's just kind of masked with an
14 overlay of course. But this is a choice that we
15 have to add another area code. And of course people
16 want to know, well, what about getting another line,
17 maybe a business wants to add additional lines and
18 they may fear that if they get the line, second or
19 third line or a series of rotary numbers from a new
20 area code, will they work. And they will work with
21 the new switches, electronic switches. So you don't
22 have to worry about adding a second area code for
23 lines for a business.

24 The other thing was the service providers
25 that have existing resources today, unless they're

Transcript of Proceedings, 9/17/2007
Volume I

1 completely out of 715 numbers, they will still have
2 a supply of 715 numbers. So it's not going to be a
3 flash cut where all of a sudden there is no more 715
4 numbers left. What we're really here for is we're
5 running out of prefixes and we have to do area code
6 relief at the full prefix level. So out of the
7 prefix there is 10,000 numbers, and out of a full
8 area code there is actually 7.9 million numbers
9 available. But because these prefixes are assigned
10 by rate areas, we have to add a new area code when
11 we run out of those prefixes.

12 So I don't think there is an alarmist
13 attitude needed for actually running out of 715
14 numbers for growth.

15 MS. HARSDORF: Okay, a question. We
16 recall Twin Cities split the area -- they had a
17 geographical split a few years ago. How -- what
18 areas have done the overlay and how has that been
19 received?

20 MR. COCKE: How has it been what?

21 MS. HARSDORF: Where has the overlay been
22 used and how is that received given the fact of the
23 inconvenience of having to dial the additional
24 numbers?

25 MR. COCKE: The -- we've got many

Transcript of Proceedings, 9/17/2007
Volume I

1 overlays. We've got southern California did theirs,
2 did one last year in 310, 424 overlay. There is
3 overlays in Dallas, Houston, Atlanta, Fort Worth.
4 Denver has an overlay, there is overlays in
5 New York. There is quite a few of them. And I
6 think that the -- there is human nature to resist
7 change. I don't want to dial ten digits. Those
8 people that live in a pretty high populated area, if
9 you're making a lot of phone calls like I do, I
10 rarely dial seven-digit numbers anymore to tell you
11 the truth. And I'm in California, so everything is
12 one plus 10 even if it's a local call across area
13 code boundaries. And the technology that we have
14 today is that so many people have speed dialing
15 features on their phones, you know, if you have a
16 cell phone, how many times do you really redial
17 the -- that number that you're frequently dialing,
18 you don't really dial it, you select where the last
19 time you called it and then you hit your send and so
20 it's there.

21 So the reception has been -- it's always
22 mixed, but I think in the long term there is the
23 benefit of not having to lose your telephone number,
24 the businesses. So -- and there is members of the
25 industry here that they can personally attest to

Transcript of Proceedings, 9/17/2007
Volume I

1 their customers' response too.

2 MS. DINGMAN: We have some information
3 that actually Joe gave us that Kathy happened to put
4 together just in case a question came up. And from
5 1995 to 2000, 111 new area codes were implemented.
6 21 of those were overlays and 90 were splits. But
7 from 2001 to 2007, there were 49 new area codes, 27
8 were overlays and 22 were splits.

9 So overlays have become more common as
10 time has gone on. And I think what we've heard
11 at -- is that there is disruption right after you
12 make the change, whatever change you make. And over
13 time that disruption and upset disappears and people
14 are okay with it. So it's just which evil do you
15 want to choose, you know, there is disruption
16 whichever choice you make.

17 MS. BAKKE: And if I could add something,
18 shortly before the meeting started, AT&T was kind
19 enough to share a different perspective on the
20 statistics that Joyce was just speaking about. And
21 Mr. Klasen had looked at a point in August, taken a
22 date in August and looked forward at relief plans
23 that have been approved and are in the process of
24 being implemented. And according to figures that he
25 was able to obtain, of the 33 area code relief plans

Transcript of Proceedings, 9/17/2007
Volume I

1 that are currently under way across the nation, 21
2 of them that have been approved are overlays. And
3 so it's kind of an interesting perspective, the data
4 that we had gotten, it was about a half and half
5 split, and it looks as though more recent plans that
6 have been approved have been of an overlay.

7 MR. COCKE: I want to add, this doesn't
8 mean -- first of all, you know, NANPA is not
9 advocating a split or an overlay. We're a neutral
10 third-party administrator. And splits are still
11 being made. New Mexico, single area code state,
12 they decided to do a split. They are retaining
13 their 505 area code in the Albuquerque and Santa Fe
14 area, and the rural part of the state, more parts of
15 the rural area are changing to the new area code.
16 Las Cruces has significant across state boundary
17 commercial with going into Texas and El Paso area.
18 So there is an impact there. There is some areas
19 where they were able to dial seven digits going
20 across state boundaries and that had to be
21 eliminated.

22 There is always these little nuances
23 with -- every area code are so unique that they're
24 different from state to state, and it's really up to
25 the individual states and the commissions to decide

Transcript of Proceedings, 9/17/2007
Volume I

1 what they want to do, and that's what these meetings
2 are all about.

3 MR. KNEGENDORF: I have a question on the
4 split between -- if the split was looked at, what
5 about, Joe, how would the EAS work? I mean let's
6 say you take Thorp and Owen there and you'd look at
7 the cross there, one would have a different area and
8 one would have the 715. It would all be ten then,
9 right, back and forth?

10 MR. COCKE: That's correct. Even though
11 it's an extended area of service and maybe somebody
12 pays an extra fee for monthly extended service, it
13 would still be a ten-digit call. It wouldn't change
14 the cost of the call, just change the digits that
15 are dialed.

16 MS. DINGMAN: Any other questions before
17 we move on? Okay. Larry, I have you as our next
18 speaker.

19 DIRECT TESTIMONIAL STATEMENT

20 BY MR. KNEGENDORF: I'm Larry Knegendorf
21 with Baldwin Telecom. We serve the area exchanges
22 in 698 and 684 in Baldwin/Woodville area. I know
23 that back in 190 -- or 2002, we started talking
24 about this split and whether we should have an
25 overlay, what is the best option. Then it kind of

Transcript of Proceedings, 9/17/2007
Volume I

1 went away. Now it's resurfaced again. You know,
2 Senator Harsdorf brings up a point about our
3 metropolitan area or economic situations here in
4 Pierce and St. Croix County; and really as an
5 industry spokesman, I don't have a good opinion on
6 this, you know, I feel for everyone when we go
7 through these types of situations. Yes, we would
8 like to probably see 715 in area A and forget about
9 the overlay. Then I come in here today and I look
10 at the longevity of an overlay versus the split. I
11 probably won't be around, but that's to the fact
12 that there is a little more longevity.

13 I know that there is the pros and cons of
14 everything when we get in these types of situations.
15 I agree with Joe and Commission staff and I'd like
16 to thank them for coming. I'm sorry I didn't
17 address that in the beginning, but I really
18 appreciate your coming up here. Is to the fact is
19 that probably everybody is pretty much familiar when
20 you have the cell phone what's on the ten-digit
21 dialing. I think it's something that -- it's around
22 and I think it will be here for a while.

23 It's a new -- it's what do you do and what
24 don't you do. You know, that's the big thing. And
25 I agree with what you're saying, Joe, is

Transcript of Proceedings, 9/17/2007
Volume I

1 technological-wise we change some routing things,
2 that's probably going to take us a couple days to
3 change some routing, as far as equipment-wise we
4 don't need to put the investment in that.

5 So when I look at it as an industry
6 manager and look at the pros and the cons, you know,
7 as I read the information and that, and you are
8 correct, Joe, the Commission has the right to make
9 the decision on whether we do the split or the
10 overlay. I came today because I felt it was
11 important to try and not sway anybody. I'm just
12 saying if the Commission is going to make the final
13 decision and I guess whatever the Commission goes
14 with, we as the telecommunications provider will try
15 and do the blessings of what they want.

16 And I know -- like I said, again, I come
17 here to say I know it's not easy, we'd like to have
18 this and we'd like to have that. But really our
19 company is kind of standing neutral on this. I
20 think in 2002, I think our state association --
21 which will be filing comments with the Public
22 Service Commission. Before I came here I talked to
23 the representative of our association and, you know,
24 there is a handful for the split and a handful for
25 the overlay. And I think that I'm here to say our

Transcript of Proceedings, 9/17/2007
Volume I

1 company, Baldwin Telecom is kind of neutral on this
2 at this time because, again, I go back to say that
3 the Public Service Commission staff will have the
4 final stamp on this. So that's the comments that I
5 had. I wanted to make sure -- I was close here so I
6 wanted to make sure I came here and shared with you
7 my thoughts.

8 MS. DINGMAN: Thank you very much. David
9 Brummel.

10 DIRECT TESTIMONIAL STATEMENT

11 BY MR. BRUMMEL: Good afternoon. I'm
12 David Brummel, and I'm a local taxpayer for 30-some
13 years. I own a business and employ a bunch of
14 people, been at it working my tail off for a long
15 time, folks, let me tell you. I respect everybody
16 that's ever come in my place, ever done anything,
17 ever set a brick and mortar on the ground, okay.

18 Now, as far as that goes, those existing
19 people, brick and mortar people are very important.
20 It isn't just your business cards or the printed
21 boxes. It's the whole package you're talking about.
22 If you do not overlay this, you will bump so many
23 people that have so many decades that it isn't even
24 funny. I'm not neutral like you, sir. I am not
25 neutral at all. I am extremely agitated that I

Transcript of Proceedings, 9/17/2007
Volume I

1 could lose what my family's had for 30-some years.
2 And everybody I know and do business with. 15
3 percent of the product that we manufacture -- we
4 make modeling clays, we're in the self-hardening
5 synthetic clays. And I sell to all the schools,
6 museums, taxidermists, wildlife artists, doll makers
7 all over the place. Charlie Brown and Snoopy are
8 loaded with my clay. They're just loaded. You ever
9 see any of that stuff, you go to children's museums,
10 you go anywhere, you're looking at my clay for 30
11 years.

12 So we're just not anybody, we're somebody
13 that actually have been down in the ground with our
14 face in the ground, people standing on our back for
15 30 years. We can finally start to breathe a little
16 bit. I need a new building really bad. I need one
17 severely. I haven't built one yet because it takes
18 real money and real people like me and my customers
19 have to pay for it.

20 If I have to reroute my life because of
21 this 715 getting erased for some new people coming
22 in, it's going to be very, very painful. I can't
23 tell you how painful. And not just my brick and
24 mortar business. It's the future. My kids are
25 taking this business over too. Okay, you work hard.

Transcript of Proceedings, 9/17/2007
Volume I

1 15 percent of every pound of clay I make, it goes
2 out of the country, Sweden, Germany, France,
3 Australia. These people call in the middle of the
4 night. Six months is not enough to erase that phone
5 number for 30 years in their logs, okay. Whoever
6 gets my phone number is going to regret it. They'll
7 be calling this Commission up making a real whale of
8 a stink and they'll be giving them a new number
9 because somebody who doesn't speak English will be
10 trying to talk to them. Okay.

11 There is no reason that you should be
12 catering to new people. There is no paying for the
13 new people whatsoever. New people coming in,
14 they're setting their lives up, they got their
15 business, whatever. If you split this up and you
16 force people to do -- all be even and everybody be
17 the same, well, you're all going to be miserable,
18 okay, and especially the people who have been paying
19 the taxes for the State of Wisconsin, for the
20 federal government, the people like us who employ
21 people, okay. We're going to be so unbelievably
22 burdened by this. New people, what is it, they got
23 their cell phone, they run around, they punch a
24 button, it does ten digits right now. Okay. We're
25 hard line. We're brick and mortar. Think about

Transcript of Proceedings, 9/17/2007
Volume I

1 that, think about the fact that you cannot destroy
2 brick and mortar if you want tax dollars to come
3 into your place. There is a lot of places that are
4 not going to take this very well. And the cost is
5 not a thousand, it's not 5,000, it's not 10,000. I
6 mean it's tens of thousands of dollars to get that
7 phone number off of every repeated box that I've put
8 out forever and ever. Joe is so unbelievably on the
9 mark when he said that that I almost flipped out of
10 my chair, okay. Okay.

11 We are talking about wow, you know,
12 customers coming and customers going. Taxes, money,
13 revenue. Does the State of Wisconsin like that kind
14 of stuff? Well, this community does, this is a nice
15 community, we need the stuff to happen. We cannot
16 shut this down by telling some people who have been
17 here for a long time that the new people are coming
18 in and now you all gotta do double back flips every
19 day. Well, that just isn't going to work. Okay.

20 So I would really, really, really like the
21 Commission and people to think about who's been on
22 the ground, who's been paying the bills, who's going
23 to pay the bills after they slam everybody. It
24 ain't the new people that ain't even settled in yet.
25 It's the guys who are there and the gals who are

Transcript of Proceedings, 9/17/2007
Volume I

1 there and their families, okay. It's so important.

2 You cannot cater to the abusers out there.

3 Okay. If there wasn't all this cell phone stuff
4 going on, all the hard land lines wouldn't have a
5 problem. We're a bunch of land line people at AUES
6 Studio. The Brummel family, we got a bunch of land
7 lines. Yeah, my girls all got cell phones,
8 whatever, I don't have one personally because they
9 can get me on six or eight land lines that I have.
10 I don't need a cell phone.

11 But the truth of the matter is that those
12 cell phones don't indicate an area anyhow. You can
13 have a cell phone and you can -- you stop anybody in
14 the street, every darn person walking on the street
15 and ask them what the area code is of their cell
16 phone and it's going to be several of them. It has
17 no relationship to geography whatsoever.

18 Therefore splitting it is old news.
19 Splitting and making hardships is old news, okay.
20 Let's get over this. Let's get to the future. You
21 want people to have numbers, I'll give them a
22 number, I'll give them a nice number. They'll like
23 it, okay. But it won't be my phone number that I've
24 had for 30 years and nobody's going to call in the
25 middle of the night from Germany and expect somebody

Transcript of Proceedings, 9/17/2007
Volume I

1 to fill a clay order, okay.

2 Now, this is serious business. I'm bummed
3 that nobody is here. This place should be packed.
4 There should be people standing on the street about
5 this. Apparently, you know, maybe they don't care,
6 maybe they didn't think about it. Maybe they didn't
7 invest enough into their life. Maybe life is too
8 easy for these people. Okay. It's not easy for us
9 that are down in the trenches every day.

10 So I just want you guys to remember that,
11 that this is just one of a series of things that are
12 very, very hard for people who tow the rope because
13 we tow the rope every day. And I tend to tow the
14 rope. And I thank you very much for helping me stay
15 on line. Thank you.

16 MS. DINGMAN: Thank you very much. Is
17 there anybody else who'd like to speak? No? Okay.
18 I want to remind you about the comment forms in the
19 back of the room. You can either fill it out now or
20 it will tell you other ways you can turn in the
21 comments to us. Commissioners see everything, so it
22 gets the same consideration if it's handed in here
23 or mailed in or done on the web.

24 If nobody has anything else, thank you --

25 MS. BUMP: When is the time line? When

Transcript of Proceedings, 9/17/2007
Volume I

1 would you like to have decisions made in terms of if
2 it's overlay or --

3 MS. DINGMAN: October 5th.

4 MS. BAKKE: October 5th would be the last
5 day that we're excepting public comments on the 715
6 area code. But if I understand your question,
7 you're wondering when a decision would be made on
8 this case?

9 MS. DINGMAN: Oh, the decision, sorry.

10 MS. BUMP: Is this something in the next
11 year, is this a three-year plan or five-year plan?

12 MS. BAKKE: There is time involved in
13 implementing any decision that's made. So although
14 we don't have a specific date as our deadline for
15 making the decision, our staff would hope that a
16 decision would be made in the early part of 2008 so
17 that there would be adequate time for industry to
18 make the necessary arrangements to implement
19 whichever decision is made and it would also allow
20 for adequate time to do customer education as well.

21 MS. DINGMAN: Anything else? Okay. Thank
22 you very much for coming. We really appreciate it.

23 (The hearing concluded at 2:00 p.m.)

24

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Transcript of Proceedings, 9/17/2007
Volume I

1 STATE OF WISCONSIN)

2 MILWAUKEE COUNTY)

3
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6 North Plankinton, Suite 710, Milwaukee, Wisconsin, do
7 hereby certify that I reported the foregoing proceedings,
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Transcript of Proceedings, 9/17/2007
Volume I

1
2
3
4
5
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8
9
10
11
12
13
14
15
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18
19
20
21
22
23
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I N D E X

EXAMINATION	PAGE
DIRECT TESTIMONIAL STATEMENT BY MS. HARSDORF	21
DIRECT TESTIMONIAL STATEMENT BY MR. KNEGENDORF	32
DIRECT TESTIMONIAL STATEMENT BY MR. BRUMMEL	35

E X H I B I T S

EXHIBIT NO.	DESCRIPTION	PAGE	ID'D
	(No exhibits were marked for identification.)		